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ABSTRACT

This curriculum module presents information for an introductory course designed to develop a cross-cultural awareness and appreciation of the rich opportunities for growth in interior design and related fields that has resulted from the expansion of the global marketplace. First, the instructional goals of the course are outlined, suggesting that students should develop an awareness and appreciation of cross-cultural interplay, recognize the ways in which geographic, climatic, and socio-economic factors impact architecture and design, expand their knowledge of the design elements used in various countries, adapt American structural and interior furnishing materials to the living environments of foreign countries, and develop their understanding of the global economy. Next, the instructional objectives, assignments, activities, and evaluation methods are detailed, indicating that course readings, library research, field trips, a research paper, design projects, and pre- and post-tests would be included as part of students' activities. A description of the audiovisual resources that are to be used as an introduction to the module, the course pre-test, and a list of expected connections to be made beyond the classroom by students are included as well. The final sections contains annotated bibliographies and lists of additional resources for both students and instructors. (MAB)

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ED 407 970

INTERIOR DESIGN

"EAST MEETS WEST - AN INTRODUCTION TO THE DESIGN OF RESIDENTIAL INTERIORS IN CONTEMPORARY ASIAN COUNTRIES"

Use In: Residential Interior Design

BY

KAY HAGAN

Asian Studies Module

St. Louis Community College at Meramec

JC 970 298

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East Meets West - An Introduction to the Design of Residential Interiors in Contemporary Asian Countries

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Course: **ART 231 - RESIDENTIAL INTERIOR DESIGN**
Course Credit: Three (3) Semester Hours/6 Contact Hours
Course Level: Prerequisites ARC 110 & 112, ART 229 & 230
Approximate Class Time: 12-15 Hours Lecture or 24-30 Hours Laboratory

Prepared by: Professor M. Kay Hagan
St. Louis Community College - Meramec
314-984-7631

This curriculum module is designed to develop a cross-cultural awareness and appreciation for the rich opportunities for growth in the interior design and related fields as the global marketplace expands.

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Architects and designers have often looked to international sources for unique products to enhance their designed environments - imported products including beautiful oriental rugs and carvings from China, India, Turkey; shoji screens and unique hard surface floor coverings from Japan; Indian textiles; batiks from Java; Indonesian furniture and accessories from Taiwan .

However, today more and more United States architectural and interior design firms are actually competing for and completing design projects in non-western countries. Increasing collabrative efforts are being spawned. (Note article Richmond, Holly, "Beyond Basic Training"...)

A group of St. Louis architectural and interior design firm members have joined forces to form their own cooperative to pursue international business. Currently this local group is working on projects in Saudia Arabia and Germany.

I. Instructional Goals

Our students have been employed by firms who are competing in the global marketplace. Our current and past students are working with local clients from around the world now residing in the United States. Also, over the past few years an increasing number of international students have become a part of the St. Louis Community College interior design program - students from Japan, Vietnam, Russia, Germany, and South Africa. Instructors and non-traditional students alike must recognize the unique opportunity these students provide for enrichment to the learning environment.

It is evident that cross-culture sensitivity must be provided if students and staff are to effectively work, live and play in our global civilization. It is our responsibility and intent to infuse this awareness. This module will help students to:

A. Develop an awareness and appreciation for the cross-cultural interplay

B. Recognize the use of different architectural building materials and interior finish materials based on the country's geographic areas, climatic and socio-economic conditions.

C. Expand our knowledge of typical interior furnishings,textiles and accessories characteristic of various countries.

D. Adapt various American structural building materials and interior furnishings for import and use to provide cross-culturally designed living environments in the various countries.

E. Develop an understanding of the global economy and the emerging compression of international civilizations.

II. Instructional Objectives

- The student will expand his/her cross-cultural awareness through research reports and design problem solutions.
- The student will investigate design influences and resources - local, regional, national and international.
- The student will recognize the value of major contributions our non-western cultures and civilizations have provided and continue to provide.
- The student will develop a knowledge of the increased and unique opportunities for global design work, and the value of the collaborative effort.
- The student will recognize the significant and increasing need to communicate effectively with global companies and individuals.
- The student will utilize expanded research techniques, concept development and problem-solving strategies as they approach design solutions in a non-western environment.
- The student will be provided with a broad overview of specific geographic, physical, cultural and socio-economic issues effecting the development of design solutions and business practices in the global marketplace.
- The student will develop and disseminatate their expanded knowledge of design criteria, resources and products available through global partners.
- The student's visual and oral communication skills will be enhanced through presentation of non-traditional projects.

III. Outline /Assignment/ Activities /Stategies

A. An overview of how the global market is changing and its impact on the design of today's home and its' furnishings will be presented by the instructor.

This presentation will be based on the American Society on Interior Designer's publication:
"Global Design: Passport To Your Future"
The ASID Report - November/December 1994

B. Random Assignment of Design Problem
4 - 6 Countries/ China, Japan, Taiwan, India, Korea

C. Research for each country will include:
1. Library Research - Handout "Locating Asian Materials ir the Library" will be distributed.
2. Personal Interviews
3. Field Trips/Site Visits to Local Resources

D. A 3-5 page written report on each country will be submitted covering:
1. Geography & Climate
2. Socio-economic and other influences
3. Architecture Styles /Typical housing design and constuction
4. Typical building materials and interior finishes
5. Typical furnishings including finishes and textiles
6. Color preferences/Design motifs

C. A design problem will be assigned outlining the type of unit (single family, apartment, duplex, etc.) to be designed.

A project program will be provided detailing client background information and requirements, square footage limitations, geographic and other design criteria. These parameters will be utilized by the student as they individually develop appropriate design solutions.

D. Two - four 20" x 30" illustration boards featuring design solutions including floor plans, interior and exterior elevations, three-dimensional drawings, typical furniture, finishes, and textiles will be developed.

IV. Evaluation - Written

A. Pretest (Item IV-A)

B. Evaluations
This design project acccounts for approximately one-third of the student's semester grade.

1. Students will receive a grade on their 3- 5 page written report and oral presentations to fellow classmates. Grade for this report is based on:

Research	10 Points
Content	10 Points
Oral Presentation	10 Points

2. Students will receive a grade for their visual solution of the design problem. The students will receive an oral critique from the instructor and fellow students. The student will also receive a written evalatiion from the instructor.

3. A portion of the student's grade is also determined by their oral presentation. This oral presentation will cover design parameters, criteria and special features outlined earlier in their research report.

C. Post-Test

Approximately 20% of questions on the written final examination will be directed towards content derived from the cross-cultural exposure. Students actually prepare written study questions based on their own and/or their classmates presentations on the various countries.

V. Audiovisuals

To be used as an introduction to this module:

• Global Design: Passport to Your Future. The ASID Report, a bimonthly publication of the American Society of Interior Designers Service Corporation, Washington, D.C., November/December 1994, P. 16-21.

Feature focuses on the ability of North American designers to succeed in business opportunities in the global marketplace. Various designers share the cultural considerations, opportunities and obstacles they encountered in thier varied projects.

• "Study: Asian Immigrants Fastest-growing U.S. Group." USA Today, March 28, 1996. 4A.

This article covers a recent study sponsored by an Asian-American group showing that Asian immigrants are the fastest growing group in the United States. according to the study this group contributes billions of dollars to the U.S. economy each year and votes at a higher rate than natives. While the U.S. population is expected to grow 15% by 2005, the number of Asian -Americans is projected to increase 15% by 2005, the number of Asian-Americans is projected to increase to 81%.

• Various physical examples and photographic images from the instructor's personal collection of oriental rugs, furniture, accessories, batiks and and other textiles reflexing the variety, uniqueness and richness of the decorative arts in the countries are to be explored in this module.

IV-A. Pretest

ART 231 - RESIDENTIAL INTERIOR DESIGN

Curriculum Module:
East Meets West - An Introduction to the Design of Residential Interiors in Contemporary Asian Countries

_____**1.** Furniture and fixtures incorporating brass and iron made by some of the the world's best metalsmiths are made in:
a. Japan b. China
c. Taiwan d. India.

_____**2.** The Chinese art of placement with beliefs about the proper alignment of construction with the forces of nature is referred to as:
a. Shinjinrui b. Tokonama
c. Feng Shui d. Kimono

_____**3.** In Japan the size of housing units is often measured in:
a. square meters
b. number of tatami mats
c. both a & c
d. None of the above

_____**4.** The Japanes maximum use of natural colors of clay, trees, straw, and gogongrass to produce a refined, subdued beauty is referred
a. shogun
b. neutralized aesthetics
c. shibui
d. sansui

_____**5.** Which country is the world's largest producer producer of cotton?
a. China b. Turkey
c. United States d. India

VI. Connections

Students will be encouraged to visit local and regional galleries, as well as retail showrooms to expand their knowledge and resource base.
(See resource list.)

Local professional designers, educators, and journalists will be invited as guest speakers to infuse their knowledge from working or conducting research in these countries.

Students will be encouraged to participate in the local and regional cross-cultural conferences, folk life/international festivals, and special exhibitions.

Our goal will be to share our heightened awareness of multi-cultural design. Other students and staff will be invited to the formal presentations of our design projects.

We hope to arrange a public display of the student's presentation boards. They will be displayed either in the walkway display cases, the library display area or campus gallery.

In addition it is our hope to investigate and expand our global awareness to other countries over the next 3-5 years.

VII. Annotated Bibliography For Faculty

• Burnett, Linda. "What Confucious Really Says ". Contract Design, Issue 3 Volume 38, March 1996. Pages 66-67.
Dicusses what Feng Shui means - how a place effects people - and how different people are effected in different ways. Looks at the application of and client adherence to Feng Shui today - especially in commercial interiors. Overviews key elements of Feng Shui for today's designers.

• Global Design: Passport to Your Future. Washington, D.C., November/December 1994, P. 16-21.
The ASID Report, a bimonthly publication of the American Society of Interior Designers Service Corporation , focuses on North American designers doing business in the global marketplace. Various designers share the cultural considerations, opportunities and obstacles encountered..

• Hiesinger, Kathryn B and Felice Fischer, Japanese Design: A Survey Since 1950. New York: Abrams, 1995.
A large volume (close to 250 color illustrations) cataloguing a recent traveling exhibit of over 250 examples of postwar Japanese design, along with five company histories, close to 150 biographies and a whole range of informative essays. Furniture, housewares, textiles and electronics scrambled together with graphics, packaging and many other items are presented together in chronological order. This allows the reader to see the general development from a spare, simple modern society to a much more complex sometimes mysterious society.

• "Indochine, Mon Amour: Designers Look to the East (and Back in Time) for Inspiration". Interior Design, Volume 66, Number 15, Pg. 22.

• Paine, R. & Soper, A. The Art & Architecture of Japan. New Haven: Yale University Press. 1981.
A survey of the decorative arts and architecture of Japan from ancient times through the 2oth century.

• Richmond, Holly. "Beyond Basic Training". Contract Design, Issue 11 Volume 37, November 1995, P. 48-51.
Reviews the unique design solution resulting from the teaming of Japan Railways and an American architectural design firm RTKL of the Miyazaki Station in Kyushu, Japan. The tropical climate and the theme of motion are successfully played up to create a non-traditional commuter center where passengers take the time to stop and shop.

• Sickman, L. and Soper, Alexander, The Art & Architecture of China. New Haven: Yale University Press. 1971.
Over 4,000 years of the cultural history of China is covered. Both authors emphasize the influence of tradition from the Shang Dynasty to the end of the Ch 'ing Dynasty in this century. The importance of Buddhism and other philosophical ideals on Chinese architecture is clearly depicted as well as the importance of material prosperity on other artistic developments.

• "Studios, Not a Typical Interiors Excercise, the Asia and Pacific Trade Center in Osaka Japan Presented Challenges Aligned With a Building Project." Interior Design, Volume 66 Number 14, November 1995. P. 104 -105.

• "Study: Asian Immigrants Fastest-growing U.S. Group." USA Today, March 28, 1996. 4A.
covers a recent study sponsored by an Asian-American group showing that Asian immigrants are the fastest growing group in the United States.

VIII. Annotated Bibliography for Students

• Aryan, Subhashini. Crafts of Himachal Pradesh. Seattle: University of Washington Press (for Mapin Publishing).

Two new volumes in the *Living Traditions of India* series containing sections on pottery, textiles, basketware, jewelry, and objects in wood, stone and metal. Maps, glossaries and bibliographies are complemented by great photography and intelligent text.

• Barnard, Nicholas. Arts and Crafts of India. London: Conran Octopus, 1993.

A comprehensive text with extensive images highlighting the rich variety of decorative arts from India.

• "Charles Jacobsen: Oriental Overtones Calm a Contemporary Residence in Laguna, California". Interior Design, Volume 66, Number 15, Pg. 72-77.

Overview of the Jacobsen and design partner, Brad Blair's successful refurbishment of a 7,000 square foot contemporary residence to reflect the client's appreciation of Asian culture . Materials including sea grass carpet, antique Japanese mats, matchstick Indian blinds, old kilims, antique futons and textiles help to create the user-friendly, natural non-opulent interiors the cleients desired.

• "de Sanis, Michael. For a model apartment in an exclusive retreat off Miami flavoring spices of the aura of contemporary design." Interior Design. Febuary 1996, P 76-79.

• DiPiero, Diane. "Oriental Expressions: Chinoiserie". Colonial Homes. October 1994, P. 64 -69.

Traces the influence of Chinoiserie on from its roots in Cathay (early China) through its all-out craze in Europe in the 1600's to its introduction to the United stattes in the early 18th century to contemporary times. Porcelins, textiles, even architecture styles were impacted.

• Fallows, Deborah. "Japanese Women", National Geographic. Washington, DC: National Geographic Society, April 1990, Pg. 53-83.
Article discusses the changing role of women in Japanese society as some Japanese women begin to challenge traditional roles. Marriage is still the only truly acceptable state for Japanese women and spinster hood is a dreaded fate. The well-being of the group is still considered more a woman's own self-interest.

• Hibi, Sadao. Great JapaneseDetail/Architecture. Chronicle Books. 1989
Sadao Hibi, a freelance photographer specializing in nature related subjects, shares with us beautiful images of rich, simple Japanese architectural environments and details that harmonize with natural features of the land.

• "HOK: The Sheraton Inn at Timika". Interior Design , Volume 67 Number 3, February 1996, P. 92-97
A study in environmental sensitivity placing western amenities at the edge of the Indonesian rain forest.

• Morse, Edward S., Japanese Home And Their Surroundings. New York: Dover Publications, Inc. 1961
An informative work covering every aspect of the traditional Japanese home. Details of construction, architectural ornamentation, general layout, traditional and ceremonial appointments are discussed. Over 300 illustrations are included. Although greatly impacted by Western ideas, the text provides a purer view of the traditional Japanese home with its blend of art and nature, simplicity and decoration.

• Smith, Patrick, "Inner Japan", National Geographic. Washington, DC: National Geographic Society, September 1994, P. 65-95.
The other side of Japan is explored, a world far apart from Tokyo where simple village life seeped in tradition and beauty are wha matters.

• Terrill, Ross, "Hong Kong - Coundown to 1997 ", National Geographic. Washington, DC: National Geographic Society, February 1991. Pg. 100 - 113.

Discusses the uncertainty expressed by the 5.8 million inhabitants of Hong Kong as they move from the powerful free enterprise British territory to unification with communist China in 1997. Described as a Chinese Manhattan, this 413 square mile territory, is Asia's number one tourist attraction and the world's third largest trading economy. Although individuals and businesses have begun an exodus, the autho concludes that most ordinary people will stay and that everything tha is going to happen has already happened.

• Yoshida, Kojro. "A Merchant's House in Old Kyoto - The Restoration of a Family Treasure. House and Garden August 1985, P. 81 - 90. Beautiful photographs of the resoration of a lovely traditional home in Old Kyoto.

IX. Additional Resources for Instructors And Students

- **Visits to the Galleries of Chinese, Japanese, Indian, and Korean Art at:**

  St. Louis Art Museum
  Nelson-Atkins Gallery in Kansas City
  Art Institute Of Chicago

- **Brochures**

  Family Self - Guide, Galleries of Chinese, Japanese, and Korean Art
  A Publication of Museum Education of the Art Institute of Chicago, written by Susan Kuliak

  Chinese, Japanese and Korean Art - A Guide to the Collections
  A Gallery Guide, The Art Institute of Chicago,1992, writtten by Rob Limothe.

- **Local Sources for Imports- Furnishings and Accessories**

  India Palace
  India Exotics
  Plow share Crafts
  Hakimian Brothers Oriental Rugs,
  Pier I
  Arts of Asia

- **Guest Speaker Options:**

  Repps Hudson, St. Louis Post-Dispatch Editor
  Recently on Fellowship in Japan

  Stacey Levinson, Interior Designer/Former Student
  Recently Spent Time In Japan

  Chandan Mahanta, Mahanta Associates
  (Independent Architect From India)

  Larry Raphael, Independent Designer
  (Intenational Design Collabrative Member)

  Gina Ward, Gina Ward Associates, Interior Designer
  (Intenational Design Collabrative Member)

  Ted Woffard, Murphy, Downey and Woffard
  (Architect- Intenational Design Collabrative Member)

- **Additional Readings:**

Barnard, N., Arts & Crafts of India. London: Conran Octopus, 1993.

Engel, H., Measure & Construction of a Japanese House. Tuttle, 1994.

Grabber, O. The Art & Architecture of Islam. New Haven: Yale University Press

Gray, Basil.. The Arts of Indian. Ithaca, New York: Cornell University Press, 1981

Harle, J.C., The Art & Architecture of the Indian Subcontinent . New Haven: Yale University Press. 1994.

Japanese Travel Bureau. A Look Into Japan. Japan: 1987.

Jhixiong,Wang, Classic Chinese Furniture, Art Media Resources,1991.

Library of Nations: INDIA. New York: Time-Life Books, 1987.

Kates, George N., Chinese Household Furniture, Davis Publications 1948

McCarry, John. "Bombay: India's Capital of Hope", National Geographic. Washington, DC: National Geographic Society, March 1995

Powers, Richard Gid and Hidetoshi Kato. Handbook of Japanese Popular Culture. New York: Greenwood Press, 1989.

Speiser, Werner, Oriental Architecture & Colors, Thomes & Hudson, 1995

The Cambridge Encyclopedia of India. Cambridge: Cambridge University Press, 1989.

Unstead, R. J. An Ancient Chinese Town, Griesenwood Dempsey, 1986.

Volwahsen, Andreas. Living Architecture: India. New York: Gross and Dunlap, 1969.

_____. Living Architecture: Islamic Indian. New York: Gross and Dunlap, 1970.

Wu, Nelson J. , Chinese & Indian Architecture. Prentice Hall, 1963.

Zich, Arthur, " Japan's Sun Rises Over the Pacific", National Geographic. Washington, DC: National Geographic Society, November 1991, P. 36-67.